

May 20, 2020
Revised July 17, 2020



Heather Stouder
Department of Planning & Community & Economic Development
Madison Municipal Building, Suite 017
215 Martin Luther King Jr. Blvd
P.O. Box 2985
Madison, Wisconsin 53701-2985

Re: Letter of Intent
1802-1818 Packers Ave, 2102 Schlimgen Ave
Madison, WI

Ms. Heather Stouder,

The following is submitted together with the plans and application for staff review and sign-off.

Organizational Structure:

Owner/Developer:	Liberty Mortgage & Development 2677 Orrington Ave Evanston, IL 60201 Phone: 847-491-1907 Contact: Alf G. McConnell alfmccconnell@gmail.com	Engineer:	Vierbicher Engineering, Inc. 999 Fourier Drive Suite 201 Madison, WI 53717 Phone: 608-862-0532 Fax: 608-826-0530 Contact: John Kastner jkas@vierbicher.com
Architect:	Knothe & Bruce Architects, LLC 7601 University Avenue, Ste. 201 Middleton, WI 53562 Phone: 608-836-3690 Contact: Kevin Burow kburow@knothebruce.com	Landscape Design:	Vierbicher Engineering, Inc. 999 Fourier Drive Suite 201 Madison, WI 53717 Phone: 608-826-0530 Contact: John Kastner jkas@vierbicher.com

Introduction:

The proposed site is located on the north west corner of Packers Ave and Schlimgen Ave. The property at 1802 to 1818 Packers Ave is zone TR-C4 – Traditional Residential – Consistent District 4 and will be rezoned to NMX – Neighborhood Mixed-Use District. The site is also located within Urban Design District #4.

This proposal will create a four-story multi-family building with 80 apartments of housing financed with the assistance of Low-Income Housing Tax Credits. The existing structures including houses at 1802 Packers Ave and 1818 Packers Ave, and two abandoned Hertz Rent-A-Car lots at 1814 Packers Ave and at and 2102 Schlimgen Ave will be deconstructed for the redevelopment of the site.

Project Description:

The new development consists of a new four-story, “L-shaped” building that is situated along Packers Avenue and allows for the driveways to be located off of the less active Schlimgen Ave. The commercial space is located in the southeast corner of the building, fronting on Packers Avenue and is close to the parking area. The building will include 57 underground parking stalls and 44 surface stalls.

The building architecture references both the residential and commercial characteristics of the area. The exterior materials will be a combination of masonry with a cast stone base and horizontal composite siding. Landscaping along the two streets enhance the building and provide an attractive buffer and streetscape.

Affordable Housing

The proposed project is designed and financed to provide affordable housing to a range of family sizes and incomes. Unit sizes range from one bedroom to two bedroom apartments. Of the 80 apartments and townhomes, 56 will be income-restricted. All of the two bedroom townhomes will be income restricted providing an opportunity for families to live in a high-quality housing environment.

This project will be financed with the assistance of federal LIHTC’s that are administered by the Wisconsin Housing and Economic Development Authority.

Demolition

The existing site currently has existing structures. We believe that the demolition standards can be met as these are not historic structures or significant to this area of the city. The demolition allows for an important redevelopment that will provide affordable housing to this neighborhood. A Re-use and Recycling Plan will be submitted prior to the deconstruction of the structure.

Conditional Use approvals:

The proposed redevelopment requires conditional uses to allow for a residential building with more than 8 units, for a four-story building, and also for a building larger than 10,000 sq.ft.. The proposed building’s size, scale and use are consistent with the City’s Comprehensive Plan for this property, which calls for Neighborhood Mixed Use in 2-4 stories.

City and Neighborhood Input:

We have met with the City on several occasions for this proposed development including meetings with Staff and attending a DAT Meeting. We have also had meetings with the Alder and the neighborhood to understand their goals and desires with this redevelopment. These discussions have helped shape the overall design of this project.

Conformance with UDD No. 4 Requirements

The project has been designed to generally conform to the guidelines set in the Urban Design District Number 4 and the following items have been incorporated into the design of the proposed project:

- Landscaping will be both functional and aesthetic. The majority of plantings will be a diverse mix of native species and arranged in clusters where appropriate while other areas will use mass plantings to compliment the building. Off-street parking and neighboring homes will be screened with evergreen trees and canopy trees will be used to shade the pavement.
- The building has been sited in order to place the building along the street and to locate the parking and access to the underground parking behind this main façade, while maintaining appropriate setbacks from the adjacent residential properties.

- As stated earlier, the building architecture references both the residential and commercial characteristics of the area. The exterior materials will be a combination of masonry with a cast stone base and horizontal composite siding and all facades have been treated with equal importance.
- The site lighting has been designed with the use of full cut-off fixtures in order to ensure there will be no glare onto adjacent properties.
- The vast majority of the parking for this project is contained within the building in two levels of parking so that it is not visible from John Nolen Drive. The small exterior parking areas have been located away from the adjacent residential areas and will be screened by landscaping.
- The trash and recycling areas are contained within the basement level of the building for the residents so these items will not be visible.
- Any mechanical equipment located on the roof will not be visible from adjacent properties and any ground mounted equipment will be screened with landscaping.

Site Development Data:

Densities:

Lot Area	53,761 S.F. / 1.3 acres
Dwelling Units	80 DU
Lot Area / D.U.	672 S.F./D.U.
Density	61.5 units/acre
Open Space	16,850 S.F. (15,520 S.F. Min. Required)
Lot Coverage	39,658 S.F. = 74% (40,320 S.F., 75% Max Required.)

Building Height: 4 Stories

Gross Floor Areas:

Residential Area	79,528 S.F.
Commercial Area	1,044 S.F.

Floor Area Ratio 1.50

Dwelling Unit Mix:

One Bedroom	63
<u>Two Bedroom</u>	<u>17</u>
Total Dwelling Units	80

Vehicle Parking:

Surface	44 stalls
<u>Underground</u>	<u>57 stalls</u>
Total	101 stalls

Bicycle Parking:

Garage long-term	80 stalls
Surface Stalls for Visitors	8 stalls
Surface Long-term	4 stalls
<u>Surface Stalls for Commercial</u>	<u>2 stalls</u>
Total	94 stalls

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Project Schedule:

It is anticipated that the construction on this site will start in Summer 2021 with a final completion of Summer 2022.

Thank you for your time reviewing our proposal.

Sincerely,

A handwritten signature in black ink that reads "Kevin Burow". The signature is written in a cursive style with a large, prominent "K" and "B".

Kevin Burow, AIA, NCARB, LEED AP
Managing Member

From: Jim Rodgers <jimrodgers4514@gmail.com>
Sent: Tuesday, March 31, 2020 5:27 PM
To: Kevin Burow
Subject: Fwd: Land Use Application 30-day notice for 1814 Packers Avenue Development

City of Madison notice for your records. Jim

----- Forwarded message -----

From: **Jim Rodgers** <jimrodgers4514@gmail.com>
Date: Fri, Mar 20, 2020 at 4:11 PM
Subject: Land Use Application 30-day notice for 1814 Packers Avenue Development
To: Abbas, Syed <district12@cityofmadison.com>, Renee Walk <renee.a.walk@gmail.com>, Lesleigh Luttrell <lesleigh.luttrell@gmail.com>, <info@madisonnba.com>

Syed, Renee, Lesleigh, and Northside Business Association:

Liberty Mortgage & Development Company or its assigns (Applicant) intends to file a City of Madison Land Use Application for demolition permits, conditional uses, and rezoning to NMX district along with an Urban Design Application for the following addresses, which parcels will be combined to form one parcel of land for one multifamily development:

New multifamily senior housing to be located on the following four current addresses:

1. 1802 Packers Avenue (corner house)
2. 1814 Packers Avenue (an old abandoned Hertz Rent-A-Car lot)
3. 1818 Packers Avenue (an existing 2-family unit)
4. 2102 Schlimgen Avenue (an old abandoned Hertz Rent-A-Car lot)

Project Description:

80

~~75~~-Unit Affordable Multifamily Development per Section 42 of the IRS code (the tax-credit program to encourage affordable housing).

This proposed multifamily development is proposing one additional unit than what was presented at the neighborhood presentation meeting on November 26, 2019, held at the Warner Park Community Center. This Land Use Application will ask for the minimal amount of commercial space required (which is 1,000 square feet) which should allow for one additional housing unit. Given the general oversupply of commercial/retail space, it is important for the Madison economy to avoid creating too much commercial/retail space, especially given the effect of the COVID-19 pandemic and its lasting changes to the way we conduct business. That is to say, even after the pandemic is over, more people will conduct

business from home, a trend that has been occurring during the past few decades and was bound to continue into the future, regardless of the pandemic.

The subject development will be composed of one L-shaped building on the assembled lots of 1802, 1814, and 1818 Packers Avenue and 2102 Schlimgen Avenue. Residency within the building will be age restricted in that at least one member of the household must be 55 years of age or older. This senior building is designed to offer approximately ~~52~~ ⁶³ one-bedroom apartments and approximately ~~23~~ ¹⁷ two-bedroom apartments.

The exact level of income/rental affordability has not been determined at the time of this notice, as we wait for determination from WHEDA on our application for Section 42/IRS tax credits. It is expected that WHEDA will make its award announcements sometime in April.

BUILDING DESIGN: The building will be designed in a contemporary prairie design. The four-story building exterior will be brick and/or stone to be used in the first 2-3 stories to compliment the use of hardy plank with strategically placed off-white and dark green horizontal elements to make the exterior aesthetically attractive. The purpose of these exterior materials is to create a building theme that is contemporary, energy efficient, and sensitive to the surrounding neighborhood.

The building and the ~~104~~ ¹⁰¹ total parking spaces (~~60~~ ⁵⁷ underground; 44 surface) are designed on these four parcels of land that total 1.24 acres. The four-story building is oriented toward the corner of Packers and Schlimgen Avenue on the southeastern portion of these four parcels of land. The site layout is mindful of the scale of the development in relationship to the neighborhood while still providing adequate density to make efficient use of this land. The building framing will be wood, and the building roof will designed and constructed to be flat and composed of rubber-membrane.

Timelines:

Liberty Mortgage & Development Company has submitted an application to WHEDA for an award of 9% tax credits or 4% credits. The 9% application was submitted to WHEDA on December 5, 2019, and the 4% application was submitted to WHEDA on January 16, 2020. If awarded credit, this project can only receive 9% credit or 4% credit, but not both.

According to WHEDA staff, it is now expected that WHEDA will announce the 2020 tax-credit application awards sometime in the month of April. We patiently wait for final determination by WHEDA if our application for tax credits at the subject location is actually awarded tax credits.

We are targeting the submittal of a Land Use application to the City of Madison for rezoning, conditional use(s) approvals, and demolition approvals along with an Urban Design Application on either April 22 or May 6, depending on the completion of third-party architectural and engineering materials required for City of Madison approval.

Contact Information:

Applicant:

Alf McConnell

Liberty Mortgage & Development Company or its assigns

c/o Jim Rodgers 4514 Surrey Circle Madison,
Wisconsin 53704

alfmccconnell@gmail.com (847) 491-9707

Consultant (contact for questions regarding this Land Use application notice)

Jim Rodgers

Jimrodgers4514@gmail.com

(608) 335-1635